

**2012 Annual Report of the City Center Advisory Commission
to the
City Center Development Agency**

December 1, 2012

In February, 2012, the City Center Advisory Commission (CCAC) presented to the City Center Development Agency (CCDA) its goals for the calendar year 2012. A copy of these goals is attached to this report as Attachment A. The agenda for the CCAC for the balance of 2012 was largely devoted to developing and implementing these goals. This report is organized around that framework. Unless otherwise noted, all dates occurred within calendar year 2012.

Goal No. 1 -- Project Infrastructure

- Main Street/Green Street.
- Public Parking Lot on Burnham Street.
- Open Space / Downtown Park / Plaza Site.
- 99W / Hall Gateway.
- Lower Fanno Creek.
- Tigard Street Trail.

Capital construction projects have taken up somewhat less of the CCAC's attention than during previous years, primarily due to a lull in construction. Most of the commission's efforts here have been spent on two projects.

First, the commission has maintained an active interest in the Main Street/Green Street project, having received numerous staff updates. The commission has also provided numerous comments to staff noting concerns that the project be managed in such a way so as to be the least possible disruption to the economic activity of businesses along Main Street. A related concern is the construction, in advance of work on Main Street, of a public parking lot on Burnham Street. At the time of this report, it is the commission's understanding that this lot will be completed before Main Street work breaks ground.

In addition, the commission continues to provide comment and oversight on the selection of public art for the Main Street gateways. An RFP was issued in late summer, and review of artists began in October.

Second, the commission has actively discussed the need to secure property for the purpose of a downtown park or plaza, and has worked closely with staff and the CCDA to move this project forward. The commission continues to receive updates and provide input on potential property acquisitions, in hopes of finding a permanent location for a public gathering space.

The Hall / 99W Gateway project has been placed on hold pending actions by other jurisdictions.

The Lower Fanno Creek project, the purpose of which is to restore the creek alignments and reconstruct key public trails, remains on hold. The commission has recently indicated a willingness to consider the use of urban renewal funds to, in part, pay for the replacement of bridges in this zone. Greater clarification regarding the costs of this project

and its status with Clean Water Services are needed before moving forward.

The Tigard Street Trail, which would utilize the abandoned railroad right-of-way from Tiedeman to Main Street, remains on hold pending actions on the part of the Portland & Western Railroad.

Goal No. 2 -- Economic Development

a.) Support the efforts of downtown businesses and property owners to better market the area.

b.) Ensure that Main Street/Green Street phases 1 and 2 are constructed with as little economic impact as possible on downtown businesses.

The commission has provided oversight during this year to the efforts of Bridget Bayer, an advisor hired with city funds to support local business development and events. Ms. Bayer has provided excellent work and helped to bolster local business marketing activities. The commission strongly advocates a continuation of funding for these activities in 2013 and beyond.

The commission remains concerned that the construction of the Main Street/Green Street project be undertaken with sensitivity to the needs of Main Street businesses. The commission has received numerous reports from project manager Kim McMillan, as well as information from the selected construction team regarding mitigation efforts at prior job sites, that suggest the city is ready to complete this project with sensitivity to the needs of the businesses directly affected. However, this is a greatly important matter and the commission feels that close monitoring of the situation is called for at all levels, and that this will continue to occupy the commission's attention into next year.

Goal No. 3 -- Development

- a. Promote downtown Tigard
- b. Review incentives matrix and advocate as necessary for implementation with CCDA.
- c. Improve our knowledge of the downtown businesses and customer base using census information, cultural demographics, trends, and other statistics.

The commission also entertained the creation of a new program based upon the Facade Improvement Program, the purpose of which would be to make grants for tenant improvements to the interiors of buildings on Main Street, in order to encourage the infill of desired businesses. This second program, known as the Targeted Improvement Program, was approved by the CCDA and a RFQ process was initiated in September.

The commission also received feedback from the developer community in November, following a developers outreach effort undertaken by city staff. Preparation for this included the acquisition of statistical data on the market of downtown in one and three mile radiuses, gathered by consulting group Leland Consultants.

Goal No. 4 -- Facade Improvement Program

Review program outcomes, and continue to promote, expand, and adjust the program.

The commission, through its participation in the Façade Improvement Committee, has continued to provide oversight to the burgeoning Facade Improvement Program. In 2012 the committee awarded six matching grants. Two grant funded projects were

completed, and three additional grant-funded projects are currently underway. Among projects completed or underway are Tigard Main Street Cleaners at Scoffins and Main, Sherrie's Jewelry Box near Tigard and Main, and Rojas Market near Commercial and Main.

A minor adjustment was made to the program, requesting that grantees provide sales figures in order to begin to build metrics for measuring program performance.

Goal No. 5 -- Land Use & Transportation Planning

- a.) Review Circulation Plan for recommendation before final adoption.
- b.) Advocate to TTAC, CCDA on behalf of priority Connectivity Plan elements.
- c.) Engage in regular communication with TTAC
- d.) Continue to locate and define the "Heart" of downtown.
- e.) Monitor and encourage a solution for the RR crossing at Ash Avenue.
- f.) Begin a long-range plan to cover the 5, 10 and 15 years left in the URD

The commission made significant headway in matters relating to land use and transportation planning.

The circulation plan was presented to the Planning Commission in Fall of the year, as a series of amendments to the Transportation System Plan and the Development Code. These amendments were recommended for approval by the Planning Commission in October, and will be presented to the City Council for approval in December.

The commission continued to advocate for key projects of the circulation plan at the Planning Commission, with staff, and with the Tigard Transportation Advisory Committee (TTAC). In October and November, the commission provided input on elements of the capital improvement plan.

The commission continues to work with TTAC, and at least one commissioner continues to regularly attend TTAC meetings, functioning as a liaison between the two groups. Commissioners have also been active in participating in Metro's Southwest Corridor planning program, helping to shape future land use and high capacity transit plans affecting downtown.

The commission did no work on locating a "Heart" for the downtown. This notion originated in the report of Michelle Reeves in 2011, who advocated locating a geographic place in downtown where most activity seems to center, and to utilize this "heart" as a focal point for future activities and projects. This is somewhat related to the commission's continued efforts to locate a home for a public plaza, mentioned earlier in this report.

The commission heard staff updates and discussed options for a potential Ash Avenue railroad crossing. Budget figures presented to the commission were exceedingly high, however, the commission continued to advocate for the project and directed staff to consult with ODOT Rail Division as well as the Portland and Western Railroad to obtain greater clarity over process, budget, and timelines for this project.

The commission did not begin any long-term planning processes specifically aimed at planning for 5, 10, or 15 years into the urban renewal district's future.

Goal No. 6 -- Communications

The commission continued to maintain and improve its communications with other boards, commissions, governments, and the public. One or more commissioners routinely attend Park and Recreation Advisory Board (PRAB), TTAC, CCDA, Budget Committee,

and other board meetings. In addition, the CCAC and the PRAB established a joint subcommittee to facilitate better communication between the two bodies.

Early in 2012, the chair requested and received a clarification from the CCDA allowing commissioners to have a standing invitation to attend CCDA executive sessions.

Goal No. 7 -- Ongoing Processes.

The commission met in January for its annual retreat, at which its 2012 goals were drafted. This event continues to be an important launch for the commission's year.

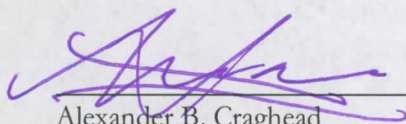
The commission also received training opportunities in 2012 relating to Oregon ethics laws, including matters pertaining to conflicts of interest and executive session protocol. The commission advocated making this training an annual event and mandatory for new commissioners.

The Future

The commission will continue its goal-setting process in early 2013. Projects almost certain to carry over include continued oversight of the Main Street/Green Street project, the Facade Improvement and Tenant Improvement Programs, and the acquisition of a plaza site. In addition, the commission has expressed interest in renewing efforts with the Lower Fanno Creek project.

The City Center Advisory Commission looks forward to further progress in the year to come.

On behalf of the commission,

A stylized, cursive signature in blue ink, appearing to read 'A. Craghead'.

Alexander B. Craghead
Chair

A stylized, cursive signature in blue ink, appearing to read 'Phil Thornburg'.

Phil Thornburg
Vice-Chair